


THIS IS

HOW

*we do*



DECA

A blue-tinted photograph of several students sitting around a table in a classroom, looking at papers and smiling. The text is overlaid on the left side of the image.

THIS IS HOW WE  
**USE INTEGRATED  
MARKETING CAMPAIGN  
EVENTS IN THE  
CLASSROOM**



# **INTEGRATED MARKETING CAMPAIGN**

# INTEGRATED MARKETING CAMPAIGN EVENTS

- Integrated Marketing Campaign—Event
- Integrated Marketing Campaign—Product
- Integrated Marketing Campaign—Service



1 to 3  
PARTICIPANTS



MARKETING  
CLUSTER EXAM



PAGES  
ALLOWED



PRESENTATION  
TIME

# WRITTEN ENTRY

- EXECUTIVE SUMMARY  
One-page description of the campaign which should be no more than 45 days in length
- DESCRIPTION OF THE PRODUCT, SERVICE OR EVENT
- CAMPAIGN OBJECTIVES
- CAMPAIGN TARGET MARKET
- CAMPAIGN ACTIVITIES AND SCHEDULE  
Include creative samples of marketing pieces suggested
- BUDGET  
Detailed projections of actual cost
- KEY METRICS
- BIBLIOGRAPHY  
A bibliography is required. Include a list of the sources of information used in the written document.
- APPENDIX  
An appendix is optional. Include in an appendix any exhibits appropriate to the written entry but not important enough to include in the body.

# INTEGRATED MARKETING CAMPAIGN

Combines the medium and multiple stages in a promotional campaign to ensure that the marketing message is consistently received by the greatest possible number of people in the target market.

—Savy Agency





# 7 WAYS TO CREATE A SUCCESSFUL INTEGRATED MARKETING CAMPAIGN

**HAVE A CLEAR  
UNDERSTANDING OF  
YOUR TARGET  
AUDIENCE.**

**STRATEGICALLY PICK  
YOUR CHANNELS.**

**HAVE A CONSISTENT  
LOOK/BRAND.**

**CREATE CLEAR,  
CONSISTENT CONTENT  
THAT CAN BE EASILY  
ADAPTED OR  
REPURPOSED TO SUIT  
DIFFERENT MEDIA OR  
CHANNELS.**

**ENSURE THAT YOUR  
MESSAGING IS  
INTEGRATED.**

**MAKE SURE THAT YOUR  
MARKETING  
TEAMS/AGENCIES ARE  
WORKING IN SYNC.**

**DON'T FORGET TO  
TRACK YOUR  
CAMPAIGNS.**

# RESOURCE GUIDE



 **DECA**  
**INTEGRATED  
MARKETING  
CAMPAIGN**  
RESOURCE GUIDE

# CAMPAIGN KICK-OFF

# PERFORMANCE INDICATORS

- Plan project.
- Identify resources needed for project.
- Explain the use of advertising agencies.
- Foster client-agency relationship.

## PROJECT KICK-OFF

### Performance Indicators:

- Plan project.
- Identify resources needed for project.
- Explain the use of advertising agencies.
- Foster client-agency relationship.

### 1. Review the Event Guidelines

Review the DECA Guide for the most up-to-date guidelines for the Integrated Marketing Campaign Events. In addition, you should also refer to the *Written Statement of Assurances* and *Penalty Point Checklist*. Use these three documents to serve as your blueprint for this project.

### 2. Staff Your Agency

DECA's Integrated Marketing Campaign Events are composed of one to three members of the DECA chapter. In order to be successful, you'll want to consider working individually or forming a team (up to three members) based on the following suggestions:

- Content Knowledge (exam is required for competition)
- Writing Skills
- Presentation Skills
- Communication
- Collaboration
- Creativity
- Critical Thinking
- Organizational Skills

You should also consider the need to schedule regular meetings to ensure your campaign is moving forward, so you will want to discuss meeting timelines, times and locations with your team to ensure a complete commitment from all.

### 3. Select a Client

You'll need to select a real event, product or service to develop a campaign. As you're selecting a client here are a few items to consider:

- a. Global Brand vs. Local Focus
- b. Access to Information
- c. Career Interests
- d. Job Experience

### 4. Specific Requirements

Review the *Written Entry Guidelines* and list any specific requirements that you feel important to highlight as you work throughout the project.

### 5. Set Milestones

Based on your campaign due-date, you should work backwards to develop a schedule for when the components of the Integrated Marketing Campaign must be completed.



**RESEARCH**

# PERFORMANCE INDICATORS

- Gather brand information.
- Explain the nature of marketing research.
- Describe methods used to design marketing research studies.
- Describe data-collection methods.

## RESEARCH

### Performance Indicators:

- Gather brand information.
- Explain the nature of marketing research.
- Describe methods used to design marketing research studies.
- Describe data-collection methods.

Once you've selected the client you'd like to work with, it is important to conduct research on the business/brand to learn about their current business situation, what they're trying to achieve through marketing activities, what they need to communicate and who they are trying to communicate with (who is their target consumer?). After you have conducted your initial client research, following are some sample questions you could use in a client interview to learn more.

### Learn about the **business/brand**:

- What are three keywords you would use to describe your product/service/event?
- What is the history of the product/service/event? Do consumers have knowledge or connection with it, or is it new/not well known in the marketplace?
- Who do you believe to be your biggest competitors and how/why are you unique in comparison to the competition? What are your strengths and/or weaknesses in comparison to competitors? Why do your target consumers prefer you over your competition?
- What is your business objective? What are you trying to achieve to have a successful product/service/event?

### Learn about the **target consumer** you need to reach with marketing activities:

- Describe your target market and/or the target consumer you would like to reach with your campaign? Demographics/psychographics? Who do you need to "talk" to and what do you need to say to them?
- How do you feel you have best communicated with your customers in the past?
- Where can you reach your consumer with a marketing message or connect with them--TV, radio, online/websites, social media, events, magazines, stores they shop at/where your product is available?
- Are consumers loyal to the brand? Or do consumers have and choose a variety of options?

### Learn about the **marketing challenge**:

- What would you like to accomplish with this campaign? What are the goals? What does success look like?
- What campaigns have you done in the past? What's worked well and why? What hasn't worked well and why?
- What is your budget?

# CAMPAIGN OBJECTIVES

# PERFORMANCE INDICATORS

- Compare business objectives with the expected use of the marketing-research outcomes.

## CAMPAIGN OBJECTIVES

### Performance Indicators:

- Compare business objectives with the expected use of the marketing-research outcomes.

AIDA is an acronym that marketers use to help them develop effective communication strategies and connect with customers in a way that better responds to their needs and desires. Credited to the American advertising and sales pioneer, Elias St. Elmo Lewis, the model originally applied mainly to advertising. AIDA describes a common list of events that occur when a consumer views an advertisement or other marketing communication. As marketing communication methods have evolved, the model has been used to encompass other marketing tools and channels as well.

The letters in the AIDA acronym stand for the following:

**A** represents **attention** or **awareness**, and the ability to attract the attention of the consumers.

**I** is **interest** and points to the ability to raise the interest of consumers by focusing on and demonstrating advantages and benefits (instead of focusing on features, as in traditional advertising).

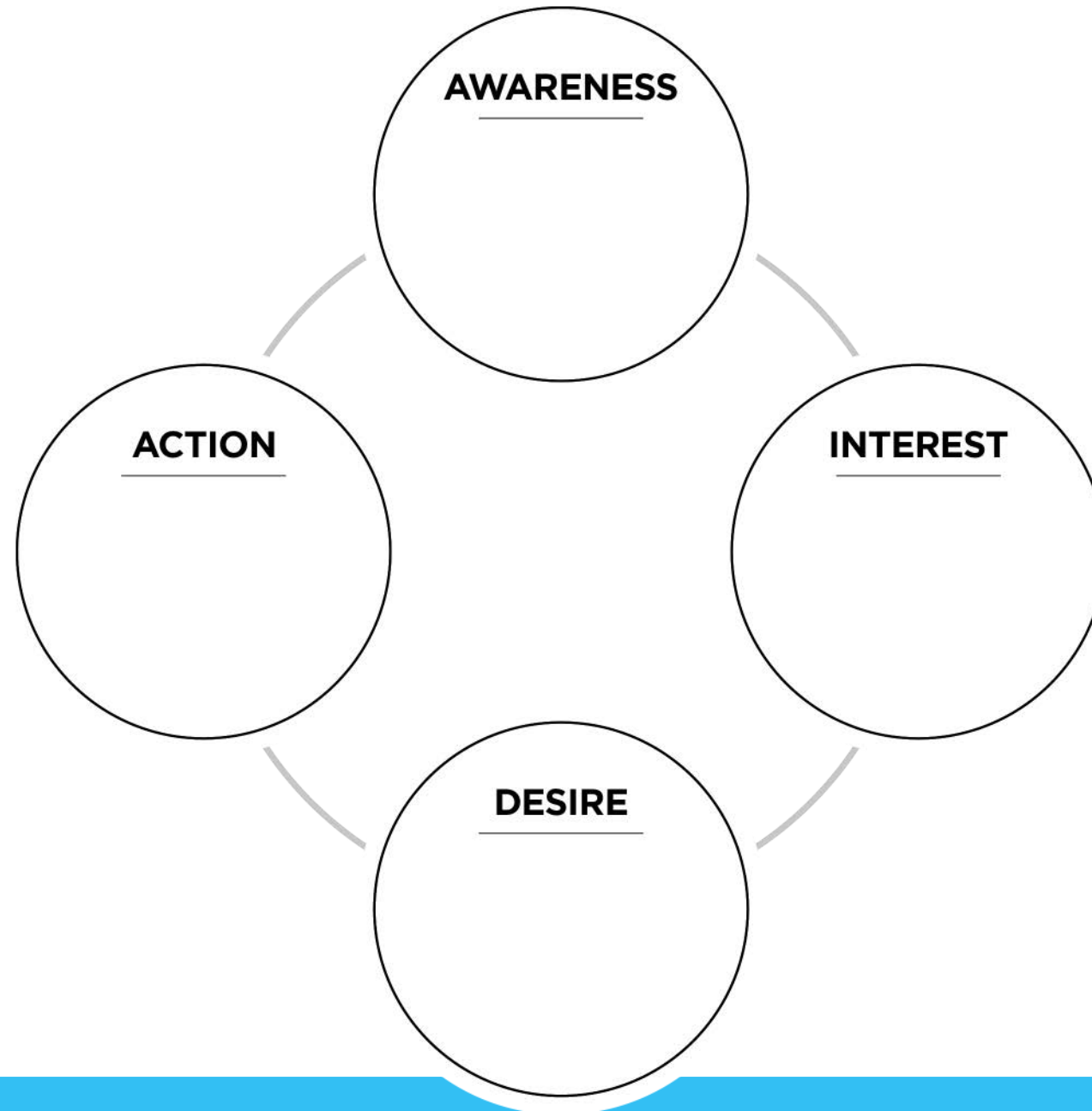
**D** represents **desire**. The advertisement convinces consumers that they want and desire the product or service because it will satisfy their needs.

**A** is **action**. Consumers are led to take action by purchasing the product or service. The system helps guide marketers to refine their objectives and clarify what they want to accomplish with a target segment. As campaign objectives become clearer, marketers gain insight into ways of refining their marketing messages and deciding which tools they can use to deliver these messages effectively.

# AIDA



# AIDA



A blue horizontal banner with a white diamond pattern. In the center, there is a graphic of overlapping, semi-transparent blue geometric shapes, including a large diamond and several smaller, tilted rectangles. The text "CAMPAIGN TARGET MARKET" is centered in white, bold, uppercase letters.

**CAMPAIGN  
TARGET MARKET**

# PERFORMANCE INDICATORS

- Explain the concept of market and market identification.
- Identify ways to segment markets for marketing communications.
- Describe the nature of target marketing in marketing communications.

## CAMPAIGN TARGET MARKET

### Performance Indicators:

- Explain the concept of market and market identification.
- Identify ways to segment markets for marketing communications.
- Describe the nature of target marketing in marketing communications.

This is the section of the project where you describe the consumer you are targeting with your campaign. It could be the organization's entire target market, a specific market segment or a new market they are trying to capture.

PRIMARY TARGET MARKET:	SECONDARY TARGET MARKET: (if applicable)
<b>ADDITIONAL TARGET MARKETS:</b>	

# CUSTOMER PROFILES

## CUSTOMER PROFILE

### BEN

#### HUNTER + SPORTSMAN



- 45 years old
- Male
- Highly engaged dog owner
- Enjoys outdoor activities that involve the dog being able to go along
- Prefers a premium dog food brand
- Likely to purchase dog food at a speciality pet store
- Concerned about nutritional content and ingredients in dog food
- Not price-sensitive
- High brand loyalty

## CUSTOMER PROFILE

### MARY

#### SOCIAL MEDIA MARKETER



- 20 years old
- Single
- Female
- Connected to digital devices and mobile apps
- Super conscious about what she spends her money on
- Prefers to use credit/debit cards
- Prefers spending her money on experiences rather than brand labels
- Not brand loyal

# CUSTOMER PROFILES

[INSERT PERSONA NAME]	
[Insert PERSONA PHOTO]	BACKGROUND:
	DEMOGRAPHICS:
	PSYCHOGRAPHICS:
	LOYALTY:
	PREFERRED COMMUNICATIONS:

# **CAMPAIGN ACTIVITIES AND SCHEDULE**

# PERFORMANCE INDICATORS

- Discuss the use of marketing/creative briefs.
- Employ communication styles appropriate to target audience.
- Understand promotional channels used to communicate with targeted audiences.
- Identify the elements of the promotional mix.



**Develop your Promotional Mix:** Consider all areas of the promotional mix including advertising, sales promotion, public relations, direct marketing and personal selling to determine the most effective way to capture the customer's attention. Use current sources to learn about trends and methods. Following are a couple of source ideas to get you started.

- [11 Trends that will shape Marketing in 2019 by Forbes Agency Council](#)
- The following presentations have been made available for your learning compliments of [Hubbard Interactive](#), a full-service marketing agency in Minnesota.
  - [Facebook Advertising 101](#)
  - [Facebook Basics for Business](#)
  - [How to use Social Media to Help Market your Event](#)
  - [Influencer Marketing](#)
- [Facebook for Business](#)
- [Twitter for Business](#)
- [Instagram for Business](#)

#### SCHEDULE

Campaign schedules are typically displayed using some type of [Gantt Chart](#) methodology. While there are programs designed to create these charts to manage a timeline, they can easily be created using a spreadsheet or slide program. The campaign itself should be no longer than 45 days.

# ACTIVITIES



# SCHEDULE OF ACTIVITIES

## SCHEDULE OF ACTIVITIES

MONTH						
WEEK	1	2	3	4	5	6

# BUDGET

# PERFORMANCE INDICATORS

- Describe the nature of budgets.
- Determine advertising reach of media.
- Choose appropriate media outlets.
- Calculate media costs.

## BUDGET

### Performance Indicators:

- Describe the nature of budgets.
- Determine advertising reach of media.
- Choose appropriate media outlets.
- Calculate media costs.

After gathering all of the costs associated with your campaign, you can present the information using a simple spreadsheet. There are also free budget templates you can review and download to learn more about how to present this information in a professional manner. [Smart Sheet](#) has 12 Free Marketing Budget Templates you can download to learn and/or use.

Other budget calculations to consider for use as key metrics:

**Return on Investment (ROI)** is a basic calculation of the overall dollar value returned by the initiative.

$$ROI = \text{Revenue} - \text{Marketing Spend}$$

For example, if you spend \$2500 on your campaign and earn \$5000 in revenue, your ROI is \$2500 or 100%

The simple ROI is easy to do, but it is loaded with a pretty big assumption. It assumes that the total month-over-month sales growth is directly attributable to the marketing campaign. For the marketing ROI to have any real meaning, it is vital to have comparisons. Monthly comparisons – particularly, the sales from the business line in the months prior to the campaign launching – can help show the impact more clearly.

### Calculating Customer Lifetime Value

If your goal is to attract new customers, you may also want to measure what the new customer is worth. Customer lifetime value is the metric that indicates the total revenue a business can reasonably expect from a single customer account. It considers a customer's revenue value, and compares that number to the company's predicted customer lifespan. Businesses use this metric to identify significant customer segments that are the most valuable to the company.

Following are several sources to help you learn more:

Beattie, Andrew. "How to Calculate the Return on Investment (ROI) of a Marketing Campaign." *Investopedia*, Investopedia, 12 Mar. 2019, [www.investopedia.com/articles/personal-finance/053015/how-calculate-roi-marketing-campaign.asp](http://www.investopedia.com/articles/personal-finance/053015/how-calculate-roi-marketing-campaign.asp).

Fontanella, Clint. "How to Calculate Customer Lifetime Value." *HubSpot Blog*, <http://blog.hubspot.com/service/how-to-calculate-customer-lifetime-value>.

# KEY METRICS

# PERFORMANCE INDICATORS

- Describe the need for marketing data.
- Identify data monitored for marketing decision making.
- Track performance of promotional activities.
- Monitor/measure customer “buzz.”
- Track trends.
- Analyze customer behavior.

## KEY METRICS

### Performance Indicators:

- Describe the need for marketing data.
- Identify data monitored for marketing decision making.
- Track performance of promotional activities.
- Monitor/measure customer “buzz.”
- Track trends (e.g., social, buying, social media, advertising agency, etc.).
- Analyze customer behavior (e.g., media-consumption, buying, etc.).
- Data mine clickstream data using web analytics for marketing information.
- Monitor and mine sales data (by volume, product, territory, channel, time period, etc.).
- Identify transactional data through electronic means (e.g., bar coding, optical scanners, automatic replenishment systems, electronic data interchange [EDI], and reader-sorters).

Key Metrics, also known as Key Performance Indicators, are a quantifiable measure used to evaluate the success of an organization in meeting objectives for performance.

### Common Key Metrics:

- Impressions: the number of times a consumer sees your message/content
- Reach: the number of unique people who see your content
- Engagement: the number of interactions people have with your posts such as likes, comments, shares, retweets, etc.
- Landing page views: the number of times your website is visited by driving consumers to the landing page (through digital banner ads, social media posts, etc.)
- Click through rates: measures the number of clicks that advertisers receive on their ads per number of impressions
- Trial (measured through sales of product)
- Ad recall (specific to television): Do consumers remember the ad, and more specifically, do they remember the brand featured in the advertisement
- Generating leads
- Number of new versus repeat site visits

### Metrics Specific To Events:<sup>3</sup>

- Ticket sales
- Event check-ins: the number of people who actually attended the event
- Social media engagement: the number of people who shared messages or images from your event or tagged your location on a picture
- Attendee or sponsor satisfaction: many event planners use a [Net Promoter Score](#) to measure this satisfaction
- Customer loyalty

<sup>3</sup> Katz, Jess. “7 KPIs First-Time Event Planners Should Be Measuring.” *Convene, Convene - The Fastest Place to Meet and Work*, 23 Apr. 2018. [convene.com/catalyst/first-time-event-planners-kpis/](https://convene.com/catalyst/first-time-event-planners-kpis/).

# PERFORMANCE INDICATORS

- Data mine clickstream data using web analytics for marketing information.
- Monitor and mine sales data.
- Identify transactional data through electronic means.

# EXECUTIVE SUMMARY

# PERFORMANCE INDICATORS

- Write executive summaries.

## EXECUTIVE SUMMARY

**Performance Indicators:**

- Write executive summaries.

"The job of the executive summary is to sell, not to describe." – Guy Kawasaki. The executive summary is your first impression with a judge, so you want to make sure the most important elements to pitching your campaign are included. Often, it is best to write the executive summary last so that you can identify the most relevant components to include. The executive summary should be persuasive and compelling enough to make the reader want to continue through the remaining written entry, but contain enough information to make an informed decision should the reader not.

Identify the most important components of your Integrated Marketing Campaign to include in your executive summary:

- After you have drafted your executive summary, consider the following:
- If a person only read this section of the written entry, would s/he understand the premise of the paper and the recommendations that are included?
  - Have you provided the appropriate data and metrics to support your campaign?
  - Is the executive summary clear and coherent and free of any spelling and grammatical errors?
  - Is the executive summary graphically appealing?

# PRESENTATION

# PERFORMANCE INDICATORS

- Make client presentations (includes strategies and research findings).

## PRESENTATION

### Performance Indicators:

- Make client presentations (includes strategies and research findings).

You have 15 minutes to make your pitch to your prospective client (judge), which includes time for any questions the prospective client (judge) may have.

- How will you organize your information?
- What information is the most important to share and what in your written entry can you reference to?
- What are the most compelling visuals to use?
- How will you end your presentation?

### Storyboard

1	2	3
4	5	6
7	8	9

### Anticipate Questions

What questions may your prospective client (judge) ask?

### Overall Presentation

In addition to your content, you'll be evaluated on these overall performance items: professional appearance, poise, confidence, presentation technique, effective use of visuals, professionalism of participants, participation by each participant.

What will set your presentation apart from the rest?

# EVALUATION

# PERFORMANCE INDICATORS

- Edit and revise written work consistent with professional standards.

## EVALUATION

### Performance Indicators:

- Edit and revise written work consistent with professional standards.

Once you have completed your written entry and your presentation, review the criteria below to ensure you have addressed each item. These items are part of the competitive events evaluation form, so if you believe items are missing or need improvement, revisit your written entry and presentation and improve those areas. You may also wish to ask consultants to read your written entry and/or listen to your presentation against the criteria and provide feedback. Often, that is the best way to determine if your written entry and presentation are clearly understood by someone other than you as the project creator(s).

In addition, you should edit and revise your written work so that it is well-organized, professional, logical and error free.

Executive Summary: One-page description provides a clear overview of the campaign	<input type="checkbox"/> YES	<input type="checkbox"/> NO
The description of the event, product or service, and business is clearly defined	<input type="checkbox"/> YES	<input type="checkbox"/> NO
Objectives are defined and referenced throughout the campaign. The campaign activities are realistic, show evidence of marketing knowledge, and are research based	<input type="checkbox"/> YES	<input type="checkbox"/> NO
Unifying theme is evident in all campaign activities	<input type="checkbox"/> YES	<input type="checkbox"/> NO
Provides high-quality appropriate and creative samples of key marketing pieces suggested	<input type="checkbox"/> YES	<input type="checkbox"/> NO
Campaign schedule is cohesive and plan is no more than 45 days long	<input type="checkbox"/> YES	<input type="checkbox"/> NO
The budget is realistic for the campaign and all costs that would be incurred have been considered	<input type="checkbox"/> YES	<input type="checkbox"/> NO
Key metrics are well thought out and appropriate for the campaign	<input type="checkbox"/> YES	<input type="checkbox"/> NO
The campaign shows evidence of creativity and originality	<input type="checkbox"/> YES	<input type="checkbox"/> NO
The written entry is well-organized, professional, and presented in a logical manner	<input type="checkbox"/> YES	<input type="checkbox"/> NO
Checked the Written Entry against the <i>Written Entry Guidelines</i>	<input type="checkbox"/> YES	<input type="checkbox"/> NO
Checked the Written Entry against the <i>Penalty Point Checklist</i>	<input type="checkbox"/> YES	<input type="checkbox"/> NO
Reviewed, signed and included the <i>Statement of Assurances</i>	<input type="checkbox"/> YES	<input type="checkbox"/> NO

